BTEC Assignment Brief

Qualification	Pearson International Level 3 Diploma in Music Pearson International Level 3 Diploma in Music Production Pearson International Level 3 Extended Diploma in Music Pearson International Level 3 Extended Diploma in Music Production Applicable to both Music and Music Production pathways
Assessment unit number and title	D9 – Producing a Personal Project
Assessment objectives	1. Devise and develop a personal music project 2. Demonstrate technical and musical skills within a project 3. Create final outcomes in response to the aims and constraints of the project
Assignment title	Personal Project
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	*Global Musicians Agency* are looking for freelance artists to work on upcoming performance, composing and production projects in different parts of the world. In order to be considered for a contract with *Global Musicians Agency*, you need to demonstrate your skills and proficiency in project-based work by undertaking a personal music project and presenting a project outcome.
Task 1	**<u>Proposal</u>** You must create a proposal for a personal music project to be undertaken over the next few months. The project should allow you to put into practice techniques and skills that will demonstrate your ability within a chosen sector e.g. performance, production, music creation etc. Your personal project proposal should cover the following areas: • overview of the project • target market • required human and physical resources • networking opportunities • measures of success and potential monetisation • potential challenges and constraints • project timeline and review points • method of presentation of final outcome. **<u>Development</u>** You should now undertake your personal project by following the actions identified in your timeline. You should complete at least **two milestone** blog entries that chart the

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	development and progress of your project at key points in the process. Your blogs should cover the following: • an overview of the progress of the project • the musical and professional skills and techniques used to develop the project • the challenges and constraints encountered and how these have been overcome • discarded and refined ideas • how the approach has modified as the project has progressed • plans and targets for the next phase of the project's development **<u>Presentation</u>** You should present your final project outcome in a showcase event, series of workshops, launch of a music product or album/EP. The nature of this presentation will depend on the project being delivered but however you decide to present it, you must ensure that it is in line with audience expectations and demonstrates an understanding of professional practice.
Checklist of evidence required	• A proposal and plan for the development and delivery of a personal music project • Two milestone blogs accounting for the development of your personal music project • A fully realised personal music project outcome in an appropriate format (video/audio)

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria:
D9.P1	Learners use relevant techniques and show capable application of musical skills and techniques. They will develop the product competently, in line with the aims and constraints of the project.
D9.M1	Learners use musical skills and techniques that show modification of their approach to challenges and issues, discarding ideas as they refine the work, in line with the aims and constraints of the project.
D9.D1	Learners show innovation in the modification of their approach, making valid judgements about challenges and issues. They will apply a range of knowledge, skills and understanding, with consideration of the aims and constraints of the product.
D9.P2	Learners showcase an appropriate level of capability in their use of skills and show a clear understanding of how to apply relevant skills in a project scenario.
D9.M2	Learners showcase a secure level of capability in their use of skills and will show a secure understanding of how to apply relevant skills in a project scenario.
D9.D2	Learners showcase a proficient technical level of capability in their use of skills and will show a full and logical understanding of how to apply relevant skills in a project scenario.
D9.P3	Learners show appropriate consideration for the aims and constraints of the project, such as audience space, medium and/or artistic vision.

	They will use the medium with some understanding of professional practice.
D9.M3	Learners successfully meet the main aims and constraints of the project. They will use the medium with clear understanding of professional practice related to the final outcome.
D9.D3	Learners fully meet the aims and constraints of the project. They will show a creative and capable use of the medium and extensive understanding of professional practice related to the final outcome.

Sources of information to support you with this Assignment	**Websites** www.musicglue.com www.musicweek.com www.newartistmodel.com Music Business Facts (Podcast – available on iTunes and Stitcher) **Book** Feist, J, Project Management for Musicians: Recordings, Performances, Tours, Studios & More (Music Business: Project Management), Berklee Press Publications, 2013 Whether you are producing a recording, going on tour, developing a studio, launching a business, running a marketing campaign, creating a music curriculum, or any other project in the music industry, this book will offer useful information.